

FOR IMMEDIATE RELEASE

Date: Thursday, April 7, 2005
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**RECYCLE “MORE PAPER” CAMPAIGN
*Cereal, Cracker, Snack Boxes & More Now Accepted***

Waukesha, WIS. – Waukesha County is launching a new public awareness campaign to encourage residents to “Recycle More Paper”. Effective immediately, the Materials Recycling Facility will accept boxboard, including cereal and snack boxes, beverage carriers and other types of clean, unwaxed paper such as egg cartons, paper towel rolls and paperback books.

This is in addition to the newspapers, magazines, catalogs, corrugated cardboard, household office paper and mail already a part of the recycling program. Residents are asked to bundle or put all paper items in a paper bag.

According to Karen Fiedler, manager of the county recycling program, “Markets for recycled fiber are so strong that the mills want all types of paper, including the lower grades such as boxboard. It now makes sense to collect, process and ship these materials to paper mills. Residents want to recycle them, so we are pleased to be able to provide that service.”

For a complete list of recyclable items, a new Household Recycling Guide is available online at www.waukeshacounty.gov/recycling, at local municipal offices and public libraries, or call (262) 896-8300.

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Attachments:

1 - A “Recycle More Paper” logo/graphic is attached for your convenience to use as a filler anywhere space is available. It would be especially helpful if it could be placed near the article regarding this program.

2- A photo with suggested caption: County resident adds more paper to his recycling bin.